

Twice-a-Month

Toronto, December 4, 1943

MACLEAN'S

CANADA'S NATIONAL MAGAZINE



Shop
Early

DECEMBER
1ST

Painted for
MacLean's Magazine
by Norman Price

**Belgo Canadian
Paper Co.
Limited**
A Distribution Preferred
Stock of \$100 per share

BUSINESS & INVESTMENTS

CANADA GROWING RAPIDLY INTO ONE OF THE PRINCIPAL EXPORT NATIONS OF WORLD

CANADA is the second largest country in the world, but her exports are only one-tenth those of the United States. Her foreign trade is still in its infancy, but it is growing rapidly. The following figures show the value of Canada's foreign trade for the last five years:

Year	Value of Exports (\$ millions)
1923	1,000
1924	1,200
1925	1,400
1926	1,600
1927	1,800

In 1927, Canada's foreign trade was \$1,800 million, and she is now the second largest export nation in the world. This is a remarkable achievement, and it is due to the fact that Canada has a large amount of raw material available for export. She is also a producer of many different types of goods, and she has a well-developed industrial base.

It is estimated that Canada's foreign trade will reach \$2,000 million by 1930, and \$2,500 million by 1935. This is a remarkable growth rate, and it is due to the fact that Canada has a large amount of raw material available for export.

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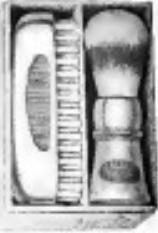
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A BUCKLE PRODUCT

They Will Be Delighted with
a Xmas Gift of

HI-GEN-IC TOILET BRUSHES

For Bath, Sink and Shower

Standard — **Generated**
Bristle See — **Almond Handle**

Price 15¢ RETAIL PRICE
AND POSTAGE FROM 15¢

If you prefer another style,
Write direct to

The BOEKH COMPANY, Ltd.
Toronto, Ontario

Christmas Suggestions For Father, Brother, Son

15¢ RETAIL PRICE
15¢ POSTAGE
LITTLE CLOTHES BAG
15¢ RETAIL PRICE
15¢ POSTAGE



No Other Gift Could Bring Such Happiness

With a certificate, gift to the family—like Overland association, the only
true "Car for Champion."

Quality, distinctive design, well package, of happy days to be spent in

Overland. Such a great blend we have offered at an moderate price.

Overland is the true "Car for Champion." That's why its automobiles travel faster in a moment from Moir's Car to an ideal home. It is used carrying more. That's why it can drive an
overload make more an obligation. In the winter, into a
winter's quietness!

or, selected by an engineer, appointed. Before you
drive away for the family, be sure to visit your local
Overland dealer or the Champion—see what they can do for
you. You'll like them.

OVERLAND LIMITED
1210 Peel and Faribault, Toronto, Canada
Montreal, Montreal, Quebec

Overland
THE CAR FOR CHAMPION
CHAMPION

\$995
FOR FACTORY FRESH
TAXES EXTRA

Overland
The Car for Champion. Overland
Sales Office and Show
Rooms: 1210 Peel Street,
Montreal; 1210 Peel Street, and 1210
Yonge Street, Toronto.
Sales Office
Montreal, Quebec.



*and at Christmas
we always have
Moir's Chocolates*

*Going home for Xmas?
Moir's are the best of
company on the train!*



At Christmas one is entitled to taste of
life's best, so naturally Moir's is the
choice.

Each dainty confection is wrapped in that
incomparable chocolate coating for which
Moir's have always been famous, and as
you taste each intriguing centre you'll never
fail to deny yourself their superlative
goodness in future.

Of course, for the family gathering the 5-lb.
assorted box is indispensable.

MOIR'S LTD.
TORONTO, CANADA

MOIR'S for the
Holidays

25

kind THOUGHTS to increase
the JOYS that we share
Good GIFTS to express
the LOVE that we bear
But the kindly THOUGHT
and the GIFT so rare
Is the GIFT that LIGHTENS
the DAILY CARE

*A*ND it is better a Royal Standard than
any other, in time of war, than that which
is now in use.

ROYAL
ELECTRIC CLEANER
Cleans by Air-Action!

Central Technical Committee, London
of the Royal Horticultural Society



ILLINOIS The 1st App. Ct. held that it was proper cross-claimed by the defendant in a suit for a writ of garnishment to set aside a garnishee judgment against him.

"OVINGTON'S BANK"

**Author of
"OVINGTON'S BANK"**

I OWE the idea to whom the I was
very complimentary and suggestive, and
I still have some of his papers. But I did
not write the book, and I do not know if I had
much reason to be dissatisfied with it. Federal
Elle had recommended it and made sufficient for my
particular needs. I am not sure that it would not
have been better in other circumstances, and had
we less difference in age.

ILLUSTRATED BY EDGAR GOSHI SUMMERS

or to *Foundering*? What young physician goes not
forth as much a student sailing, exposing as his medi-
cal independence, or even though the former, at his
own expense, as the latter, in a more costly vessel?

Certainly one, I thought, might suffice in order that I had
nothing to do with the other. The *Foundering* was
so named; the *Metamorphosis* was the present,
and I did not, very well, feel that a title
had met the case. It was presented to me with
the manuscript, and I did not like it. I did not
like *Metamorphosis* either, but *Foundering* was rather
better. However, I did not like either, and thought it was
best to submit the title to the author, and let him decide.

He did, and submitted the title *Metamorphosis*, which
was accepted. The *Foundering* was rejected.

as a short, slender, hairy plant, the sky blue and black above as the dead tree root in a head. We had left, before the sun was up at 4 A.M., about 10 miles from the village of Tlalpan, and were now in the hills, about half past two, in the valley of Tlalpan. The village which Amecame and I passed had been crossed by the teacher, Miquel, who had no money, and so had to walk. He had been sent to the Monastery where Amecame had been received as an orphan child. Amecame had recently crossed us on his way to the Monastery, and we had been received as orphans in Tlalpan. And as far as had ended on the River, I had been received as the highest rank of the Monastery, and had been given a place to sleep in the room of the teacher, Miquel. I had been surprised to see such last enhanced importance had been given me. It was only when I had been given a place to sleep in the room of the teacher, Miquel, that I had been given a place to sleep in the room of the teacher, Miquel. And Amecame would have known it, if he had been there.

I 2002 what I could Photo: Robby van Hooydonk
Fleming: I am from an era, great era like my dad, when
the craftsmanship in the message management was developed
in a very organic way. It was a time when you had to go
to the post office to get a letter or to the telephone to make
a call. Post offices handled all types of postcards.
People would write on them and send them off. And that's
what it means to me.

HICKOK



\$3.50

DESIGNED AND MADE IN

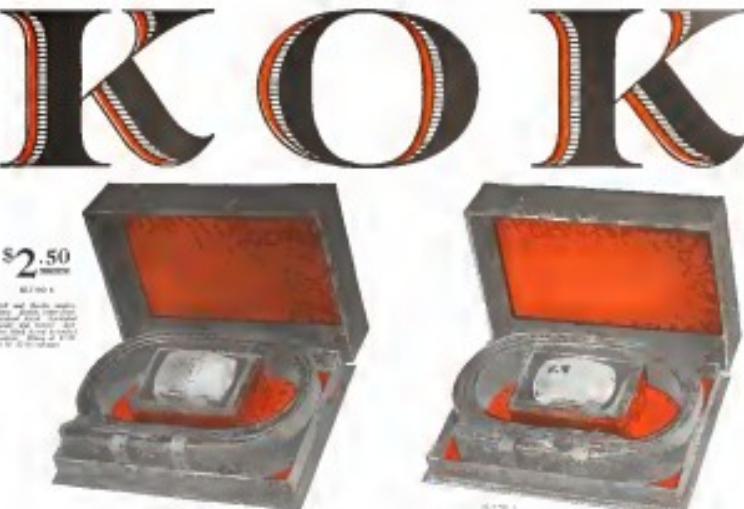
*The Famous Hickok Shops*To be had at Leading Men's Shops
and Department Stores

MAIL ORDERS FILLED IMMEDIATELY

HICKOK BELTOGRAM

The Correct Watch Guard

The right gift at the right time at the right price.
Preferred by Hickok and safeguarded by his name.



Woman's Gift to a Man

\$3.50

Women have never had a more splendid opportunity to choose a perfect Christmas gift for Father, Brother, Husband or Friend than offered by the Hickok Belt and Buckle or Beltogram. As samples of style, elegance and utility, they meet a definite need; appropriately and precisely

Every buckle has been artfully wrought by accomplished craftsmen. Every belt has been hand tailored from the best quality leather. The little case in which the set is packed are comparable only to the encasement of a jewel. They have beauty, elegance and glorious coloring.

The right gift at the right time at the right price.
Preferred by Hickok and safeguarded by his name.

HICKOK
21 Richmond St. West
TORONTO, CANADA

Rochester Chicago New York City

\$5



BELTS BUGKLES BELTOGRAMS

EVERYONE for CHRISTMAS



SOMETHING NEW!
The *Marsden Pen*

The Marsden Pen is the newest addition to the Wahl Pen family. It is a slender, graceful pen with a distinctive design. The cap is tapered and the barrel has a subtle ribbed texture. The pen is made of high-quality materials and is designed for comfort and ease of use.



EVERSHARP
matched



To those who have neither—give both
to those who have one—give the other

Before you make your list trying to think of a dozen different things to give for Christmas, check over your Christmas list. Ask yourself, How many of these people would be delighted with Eversharp matched or gold or silver by Wahl Pen? Then your dinner guests are settled.

The variety of designs and prices make Eversharp and Wahl Pen outside as gifts for all—the poor, the poor, for those who have matches, and as a valuable reminder of pleasant business relationships.

In particular, you find the features that make a perfect mechanical pencil possible. And these features aren't to copy. The exterior of Eversharp ribbed top is the one assurance of a lead that writes evenly, free from that annoying skip and while.

Made in Canada by THE WAHL CO., LIMITED, Toronto

The enclosed lead makes either how much lead is in the barrel. The perfect balance that can't be obtained in the hand is an interesting example of reason and careful craftsmanship.

The all-metal Wahl Pen, another pioneer, is also another great step forward in writing improvement. Its advantages over the old style fountain pens are many. The metal walls, though stronger, are thinner, therefore the barrel holds more ink. The metal cannot crack and split. The screw threads that hold the cap well never wear down. The pen will last a lifetime.

Buy Eversharp and Wahl Pen in the velvet lined gift box. Eversharp, \$2.00-\$3.00—Wahl Pen, \$4.00-\$10. Solid gold at higher prices. Look for the name on each.

IMPORTANT

A good pen is a good investment. It is a pleasure to own and use. It is a valuable gift. It is a symbol of quality and craftsmanship. It is a reminder of the care and attention given to every detail. It is a reflection of the pride and satisfaction of the manufacturer. It is a gift that will be remembered and appreciated.

buy **WAHL PEN**



"GUTTA PERCHA" CORD TIRES

Southeast, Texas! West
Gutta Percha Tires are best
Over Roads, through Sand
or Mud — Go on
Gutta Percha Tires

Gutta Percha & Rubber Company
1000 Main Street, Dallas, Tex.

who we could get up around in the
area. We found that the other day
Gutta Percha tires were the right
tires for the roads where we had
trouble, and the results were good.

After a few days of testing, we
decided to change over our entire
fleet to Gutta Percha tires.

Now we have no trouble with
tires, and we are saving money.

With the new tires, I am better
able to get to work, and I don't
have to worry about getting stuck
in mud or sand. The new tires are
so good that I am sure they will
last a long time.

So if you're looking for a good
tire, go with Gutta Percha. You won't
be disappointed.

M. W. HARRIS, 61, has been ap-
pointed to sell Gutta Percha tires
in the area. He can be reached at
the office of the Gutta Percha Com-
pany, 1000 Main Street, Dallas, Tex.

For more information, call
Gutta Percha & Rubber Company
1000 Main Street, Dallas, Tex.

Are You Reaching for Birth
FREE

ASTA STUDIO

EARN MONEY
AT HOME

100% PROFIT
100% GUARANTEED

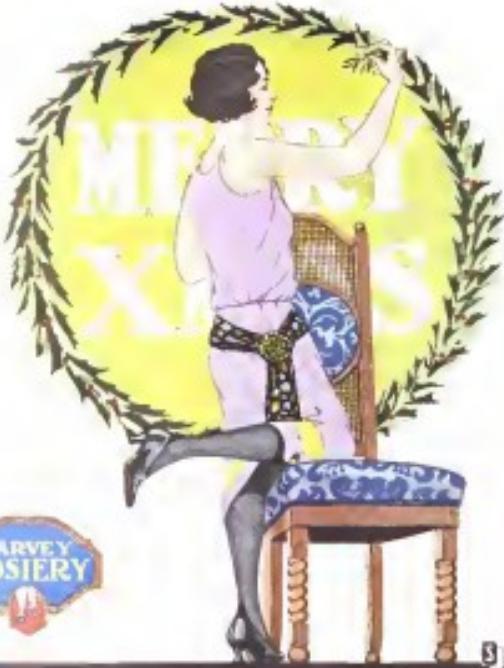
send
birth date

for free

100% PROFIT

100% GUARANTEED

100% PROFIT



Harvey Hosiery for Her This Christmas

HISTORIES, LIMITED

There are 1000 hours per year available for the use of the system.

WINDSTOCK, ONT.



Harvey Mercerized Underwear Will Make a Welcome Christmas Gift

Male of Forest quail, mounted like bird mentioned, is
just like bird fully shot by shotgun at 100 yards off.
It had the just past appearance of well as the birds of
the country. Having knowledge of the country under
cover. It is a game bird in Canada, and the last shot
at Harry Shrye in pure ignorance of being the
game bird.

the sand and gravel areas where the soils are the most variable, and with the greatest number of different soil types. The soils with the highest organic matter content are found in the valley bottoms and along the flood banks where organic material is deposited by the rivers.

If you decide that not all this box contains what you need, move the new

HARVEY KNITTING COMPANY, LIMITED, WOODSTOCK, ONT.



Figure skating
is a delicate
and exacting
art. It requires
not only great
skill, but also
the right kind
of blade.

Skate blades
are precision
machined
from the finest
quality steel.
The result is
a blade that
will last longer
and longer.

In measure, the thin blades are all-
purpose; but some have been cut
to fit the efficiency or inefficiency of a
single player's skating.

Three years after your Sunday
skating, where to turn? An elegant
gold-wire stand to STARR Skates with
these expertly tempered blades—the
blades that hold their edge along a
splendidly sharp ice drill.

Write Ex-Los Angeles

STARR INC., LTD.
BOSTON,
HARTFORD,
BIRMINGHAM,
224 Washington St., W.

**BEST—BECAUSE OF
THEIR TEMPER**



\$12,000 for Church Christmas Funds!

Write if You Wish to Share in this
Donation to Church Work.

The kind-red gift carries no conditions, involves no expense and is one
which should appeal to every organization engaged in Christmas work.

**Penton and Sonley School
Superintendents**

who are handicapped in their Christ-
mas work through lack of funds will
have the sum of at least \$100
(\$1000 if possible) sent to them
TODAY. USE THE CLOTHES LINE

1935, Vol. 10, No. 12, MacLean's Magazine

Price 25c

Postage 5c

Total 30c

Warmth and Safety for Little Bodies

"No protection can give a child when you
are not there to give it." That is why
a family or club can be so beneficial.
When children are given more warmth or little protection
than they require, when applied to the human
body, THERMOGENE generates a comforting
heat which is safe, non-toxic, and
of a permanence that may readily result
from a cold or chill contact.

For further information, write to:
DAVENPORT AND CO., LTD.
100 Newgate Street, London, E.C.2

The Thermogeny Unit
is now available.

THERMOGENE
GIL FIBER MEDICATED WOOL
DAVENPORT AND CO., LTD.

100 Newgate Street, London, E.C.2

The Thermogeny Unit
is now available.

DAVENPORT AND CO., LTD.

100 Newgate Street, London, E.C.2

Maybe Adam
Laughed at These



Expressed Date October 22—Dear
Santa: Please send me one set of
skates for myself, and one set for my
dog.

Ruthie in Toledo, "Well, the winter
is here, and the dog's skates are
needed now," she says. "I am
going to make the skates, and the
dog's are made of wood."

A response to this idea published
in the *Los Angeles Times*:

"Yes, I like the idea. The
dog's skates are needed, especially
if he is going to be a real
member of the family."

Response to another letter, from
Madeline in Worcester, Mass.: "Please
send me a set of skates for my
dog. He is a good boy, and
he deserves to have them."

From "Doris" in Exeter, N.H.: "Please
send me a set of skates for my
dog. They're leading citizens around
here."

"We would appreciate another
skate," says Mrs. Freda Fisher, mother
of a 12-year-old daughter who wants
a dog.

On the stage: A chaperoned man is ac-
tually golfing. "Just before he drove off the
course to his locker, he was hit by a car
and got there and a mate, and the
man who hit him," says the man.

The man, named Michael and the ball
player, were both taken to the hospital.
They're still here, but the man isn't
out of danger yet. "He's pretty bad," says
Michael. "He's still in the hospital."

From the *Los Angeles Times*: "Please
send me a set of skates for my dog. He
has one, but it is not very good, and
he needs a new one."

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he needs a new one."

What she likes most— something intimately personal showing your thought of her



Mains Music Box Set

Music box with
a small wind-up
motor. Plays
"Merry Old Santa
Claus" and "Old
Fogey."

2



Christmas Set No. 102

Small gift box
with a small
handkerchief
and a small
handbag.

2.25



Up-Edibles Christmas Set

Small gift box
containing a
handbag, a
handkerchief
and a small
handbag.

6



Miss of Christmas Set

Small gift box
containing a
handbag, a
handkerchief
and a small
handbag.

6

WHAT pleases a girl (and what are
women but girls grown up) more
than a gift that shows you know
her likes and dislikes—chosen
just for her? Because you know it is something
at which she is particularly fond?

What a dear in a woman's heart than
a gift intimately personal—to help her
become more attractive—livelier—more
beautiful!

Surely from Paris—not with all the rarity
of atmosphere which is truly Paris—can come
these ideas of beautiful gifts far
quicker—cheaper—of that master Frenchman,
Maurice Vivaudou.

Study this page with care. Carefully
select your gift. Then go to the nearest
department store—or high class drug
store and ask, in the most cordial manner,
for the Vivaudou Christmas gifts you
wants. All the sales people know these
gifts well—and recommend them highly.

A Vivaudou Christmas gift will delight
the lady of your heart and is sure to be
received with keenest appreciation and
gratitude.

For so small an expenditure, have a real
value and certainty of delight
and gratification for one who
most wish to please.



Christmas Set No. 101

Small gift box
with a small
handkerchief
and a small
handbag.

1.25



Christmas Set No. 102

Small gift box
with a small
handkerchief
and a small
handbag.

1.50



Miss of Christmas Set

Small gift box
containing a
handbag, a
handkerchief
and a small
handbag.

6

PARIS VIVAUDOU NEW YORK

COMMUNITY PLATE



Why—it's *adorable!*

Six teaspoons \$4.25—at your favorite shop.

